



ALAMEDA COUNTY
CONGESTION MANAGEMENT AGENCY

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June 25, 2008

**REQUEST FOR QUALIFICATIONS (RFQ) FOR
ON-CALL TRANSPORTATION CONSULTING SERVICES
IN ALAMEDA COUNTY**

Dear Consultant:

The Alameda County Congestion Management Agency (ACCMA) is seeking a statement of qualifications from consulting firms to provide on-call assistance that would support Transit Oriented Development (TOD) projects in Alameda County. The assistance would be to provide technical or community education expertise to help TOD project sponsors find creative solutions to one or more topics that affect the design and development of the TODs. These topics are listed below.

- 1) conduct a storm or sewer system study to identify deficiencies and improvements to support more intense development at TODs;
- 2) conduct a traffic study to provide information for streetscape improvements or integrating goods movement at TODs; or
- 3) educate communities about:
 - a) increased height and density in TODs or
 - b) integrating rail and goods movement into TOD communities.

The consultant firms should be familiar with one or more of these topics. This assistance is part of a TOD Technical Assistant Program (TOD TAP), which ACCMA initiated in 2005 to assist transit oriented development (TOD) project sponsors to provide creative solutions to resolving technical issues or community education to TODs throughout Alameda County.

The consultant will work with ACCMA and TOD project sponsors to develop detailed scopes of work for each study. As many as the studies as possible will be funded within the available budget. Each study will use one TOD site in Alameda County as a case study, and provide additional information relevant to other sites in Alameda County. The studies will be presented to TOD project sponsors and made available on the ACCMA website.

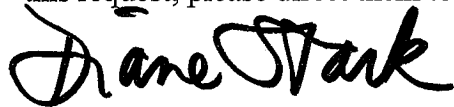
The TOD Technical Assistance Program, or TOD TAP, is funded by the Metropolitan Transportation Commission (MTC) as part of their Transportation and Land Use Program, and the Alameda County Transportation Improvement Authority (ACTIA), who administers the County's one-half cent transportation sales tax. The TOD TAP Program is a means to help advance TOD projects, and ultimately reduce traffic congestion, improve air quality, and

increase transit use. The submission of qualified RFQs will place applicants on an eligible list for on-call consulting for three years for Alameda County CMA's TOD TAP Program.

The attached Request for Qualifications presents the requirements of the submittal, and outlines the criteria that will be used to evaluate the Statement of Qualifications. If you are interested in being considered to provide one of these services, please submit seven (7) hard copies and one electronic copy of your organization's Statement of Qualifications to the ACCMA office **by 3:00 p.m. on Friday, July 25, 2008** to:

Diane Stark
Alameda County Congestion Management Agency
1333 Broadway, Suite 220
Oakland, CA 94612

We look forward to receiving a submittal from your firm. If you have any questions regarding this request, please direct them to Diane Stark at dstark@accma.ca.gov.

A handwritten signature in black ink that reads "Diane Stark". The signature is written in a cursive, flowing style with a large, stylized "D" and "S".

**REQUEST FOR QUALIFICATIONS
For
TRANSIT ORIENTED DEVELOPMENT TECHNICAL ASSISTANCE PROGRAM
(TOD TAP)
IN ALAMEDA COUNTY**

by the

Alameda County Congestion Management Agency
June 25, 2008

RESPONSES DUE

3:00 p.m. Friday, July 25, 2008
Alameda County Congestion Management Agency
1333 Broadway, Suite 220
Oakland, CA 94612

Request for Qualifications (RFQ – A08-015)
Transit Oriented Development Technical Assistance Program (TOD TAP)
In Alameda County

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ALAMEDA COUNTY CONGESTION MANAGEMENT AGENCY
REQUEST FOR QUALIFICATIONS (RFQ)
for
Transit Oriented Development Technical Assistance Program
In Alameda County

I. Purpose

The Alameda County Congestion Management Agency (ACCMA) is seeking a statement of qualifications from qualified consulting firms to provide on-call consultant services to provide technical or community education expertise to help advance Transit Oriented Development projects in Alameda County.

The selected consulting firm or firms will work with TOD project sponsors and the ACCMA to develop a project scope for each study. Project sponsors may include municipal agencies, transit operators, and private or non-profit developers. As many studies as possible will be funded within the available budget.

The TOD Technical Assistance Program is part of a county and region wide effort to advance development in the vicinity of transit hubs and ultimately to reduce traffic congestion and improve air quality.

Goal of TOD TAP Program

The goal of ACCMA's TOD TAP program is to provide technical or community education assistance to Transit Oriented Development project sponsors to facilitate project advancement and to share lessons learned with other TOD sites. Lessons learned will be placed on the ACCMA's website as part of an on-going toolkit for TOD sites in Alameda County. The TOD TAP program will establish a pool of on-call consultants available to provide technical or community education assistance to project sponsors. The consultants will have expertise in one or more topics identified as challenges to advancing TODs in Alameda County. The identified topics for consultant expertise include:

- 1) conduct a storm or sewer system study to identify deficiencies and improvements to support more intense development;
- 2) conduct a traffic study to provide information for streetscape or integrating goods movement improvements; or
- 3) educate communities about one or more of the following issues:
 - a) increased height and density in TODs, or
 - b) integrating rail or goods movement into existing communities.

II. Background

In September 2005, the ACCMA Board approved the initiation of a pilot TOD TAP program to help TOD project sponsors overcome barriers to advancing TOD projects in Alameda County.

The TOD TAP Program is funded by the Metropolitan Transportation Commission (MTC) as part of their Transportation and Land Use Program, and the Alameda County Transportation Improvement Authority (ACTIA), who administers the County's one-half cent transportation sales tax. By providing technical or community education expertise to advance TOD projects, the TOD TAP Program is intended to contribute towards the TOD goals of reducing traffic congestion, increasing transit use, and improving air quality.

III. Scope of Work

The services to be performed by the selected consultant team shall be developed with the ACCMA and one or more TOD project sponsors to address one or more of the following topics:

1. Conducting a storm or sewer system study to identify deficiencies and improvements to support more intense development;
2. Conducting a traffic study to provide information for streetscape improvements or integrating goods movement; or
3. Educating communities about:
 - 1) increased height and density in TODs, or
 - 2) integrating rail or goods movement into existing communities.

This effort will entail, at a minimum, the following tasks:

- Develop Detailed Scope: Work with CMA and project sponsors at one or more TOD sites to develop detailed scope to address identified topics listed above.
- Meetings with TOD Sponsors and Regulators: Meet with cities or counties, regulators, developers and ACCMA to agree on needs, discuss potential solutions, and develop recommendations for resolving issues at particular TOD sites.
- Prepare Memorandum documenting the results of recommended solutions at a TOD site in Alameda County as defined by the particular scope of work. This memorandum will also include how the resolution of issues at a particular TOD site in Alameda County can be transferable to other sites. The memorandum shall detail the specific steps taken in addressing the need at the particular TOD site, including research conducted, coordination efforts with other agencies, and specific information about the actual recommendations at the site. This may include, as appropriate, drawings, diagrams, contact lists, bibliographies, and other materials used in developing a recommended solution(s). This information is intended to serve as part of a toolkit for TOD projects throughout the County.
- Prepare and Deliver Presentation to project sponsors from other Alameda County TOD sites with similar issues and report findings from studies conducted at specific sites. The presentation must address how the findings could apply to other Alameda County TOD sites.

Preliminary Project Schedule

IV. SCHEDULE

The following is a tentative project schedule and milestone requirement for the project.

Pre-Bid Meeting	July 10, 2008, at 10 a.m.
Statement of Qualifications Due	July 25, 2008, 3 p.m. at ACCMA offices in Oakland
Consultant Interview, if necessary	August 6, 2008
Consultant Notification	Week of August 11, 2008
Draft Final Reports	Varies, beginning January 2009

V. SUBMITTAL CONTENTS

Your submittal must be limited to 20 pages and must include:

1. A *transmittal letter* signed by an official authorized to bind the consultant.
2. A *title page* showing the RFQ subject, name of the proposer's firm including subconsultants (if any), local address, name and telephone number of contact person, and the date.
3. *Table of Contents*
4. *Overview and Summary*. This section should clearly convey the consultant's understanding of the nature and purpose of the work and the consultant's demonstrated experience at addressing similar issues on previous projects.
5. *Management Approach*. This section should describe the consultant's approach to management of the work, including how staff has managed similar projects and how findings were communicated to appropriate stakeholders.
6. *Personnel Qualifications*. This section should include a summary of the resumes of the team members that would be assigned to the project. Specific relevant experience should be highlighted for each team member. This should include previous work with TOD project sponsors, regulators and developers and familiarity with one or more of the following topic areas: stormwater, septic system, traffic, integrating goods movement, and community education at TOD sites.
8. *Qualifications of the Firm*. This section should provide a short description of previous projects, which significantly relate to the consultant's qualifications for this project. This should include previous work with municipal agencies, regulators, transit operators and developers and familiarity with one or more of the three project areas. This description should identify the role, if any, of the key personnel assigned to conduct the project. Provide a list of five former or current clients for whom the firm has performed services similar to those described in this RFQ, along with names and telephone numbers of persons who may be contacted as references, and

the consultant team member who performed the work. If subconsultants are to be used, provide similar information for each subconsultant.

VI. SELECTION PROCESS

The ACCMA will review all written statements of qualifications submitted on time, evaluate the submittals and select one or more consultant firms based on the following general criteria. More specific evaluation factors are discussed further below. Firms will be judged separately for their experience with the following topics:

- 1) storm or sewer system analysis for TODs or high density development;
- 2) traffic analysis that incorporates streetscape improvement or integrating goods movement needs; or
- 3) educating communities about increased land use intensity or extending rail use or integrating goods movement at TODs.

A firm needs to demonstrate eligibility for one of these areas of expertise to be considered an eligible candidate. Additionally, the RFQ will be evaluated based on the following general criteria, as well as the more detailed criteria discussed below.

- Relevant experience of the key personnel assigned to the project
- Qualifications of the Firm or Firms, including relevant experience with projects of this type
- Experience with municipal agencies, regulators and developers
- Project understanding and approach
- Ability to articulate recommendations to project sponsors, regulators, developers and staff

Evaluation Factors for Reviewing Statement of Qualifications

The successful submittal will include a strong component of working with municipalities and regulators, on one or more of the following elements: technical stormwater, sewer system, traffic and streetscape needs, goods movement and community education. ACCMA will evaluate submittals based on the following criteria, all of which are approximately equal in importance:

1. Demonstrated ability to work with a diverse range of municipal agencies, transit operators, developers, and regulators. Consensus building, facilitation, and organizational skills in arranging for and conducting interagency meetings. Ability to synthesize input and compile results into a final recommended memo and presentation.
2. Demonstrated knowledge and experience working in the project area (Alameda County) and familiarity with transportation issues specific to the TOD neighborhoods located therein.
3. Familiarity with the density needs and design issues at TODs, with knowledge of Alameda County TODs, or areas with similar issues, particularly helpful.

4. Expertise and experience in one or more of the following topics identified as challenges to advancing transit oriented developments (TODs) in Alameda County:
 - 1) conducting a storm or sewer system study to identify deficiencies and improvements to support more intense development;
 - 2) conducting a traffic study to provide information for streetscape improvements; and
 - 3) educating communities about:
 - a) increased height and density in TODs or
 - b) integrating rail into existing communities.
5. The consultants should be available to work on-call for short-term projects.
6. Understanding of the project requirements and the intent of the TOD TAP Program and suitability of proposed approach.
7. Experience in planning, facilitating or delivering similar projects.
8. Effective communication skills, both oral and written.

The ACCMA reserves the right to select a consultant based solely on written submittals and not convene oral interviews. If oral interviews are necessary, the selected proposers may be requested to make a formal presentation. The panel will recommend a pool of consultants from the submittals.

VII. PUBLIC DOMAIN REQUIREMENT

Title to the study products including all copies and derivative works prepared by the consultant shall be in and remain with the ACCMA. The consultant will assign ownership of all copies and derivative works to the ACCMA with a perpetual royalty-free license to use, reproduce, sublicense, and modify such modifications, additions, or updates.

VIII. SUBMITTAL DEADLINE

An original and seven (7) hard copies and one electronic copy of your statement of qualifications are due at the offices of the ACCMA by 3:00 p.m. on July 25, 2008. They should be sent to the attention of:

Diane Stark
Alameda County Congestion Management Agency
1333 Broadway, Suite 220
Oakland, CA 94612

Questions regarding this project should be directed to Diane Stark at dstark@accma.ca.gov. Additional information on the TOD TAP Program will not be provided after the pre-submittal meeting.

IX. GENERAL CONDITIONS

A. Limitations

This RFQ does not commit the ACCMA to award a contract or to pay any costs incurred in the preparation of a submittal in response to this RFQ.

B. Award

The selected consultant team will be required to participate in negotiations regarding price, technical, or other elements of the work required for the project. ACCMA is under no obligation to enter into a contract with any consultant that responds to this RFQ.

C. Contract

~~A sample contract is attached to this RFQ. It is expected that the terms of the contract will be acceptable to the consultant.~~

D. Levine Act

The selected consultant team will be required to disclose on the record any contribution of \$250.00 or more which they have made to an ACCMA Board member within the twelve-month period preceding submission of the RFQ. This applies to your company, any member of your team, any agents for you or other team members and to the major shareholders of any closed corporation, which is part of your team. If you have made a contribution which needs to be disclosed, you must provide written notice of the date, amount and receipt of the contribution(s) in writing to the ACCMA Executive Director, Dennis Fay. This information will need to be provided before the ACCMA can approve any contract.

G. Other

The selected consultant team will be subject to all applicable provisions of the interagency funding agreement between the MTC and ACCMA. Copies of the agreement will be furnished upon request.

X. APPENDICES

- A. Sample Contract**
 - B. List of Firms that Received this Notification**
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